

AGENDA

Saturday, April 26th

10:00 AM - 10:45 AM

Sign-In & Welcome Visit Stations

10:45 AM - 11:30 AM

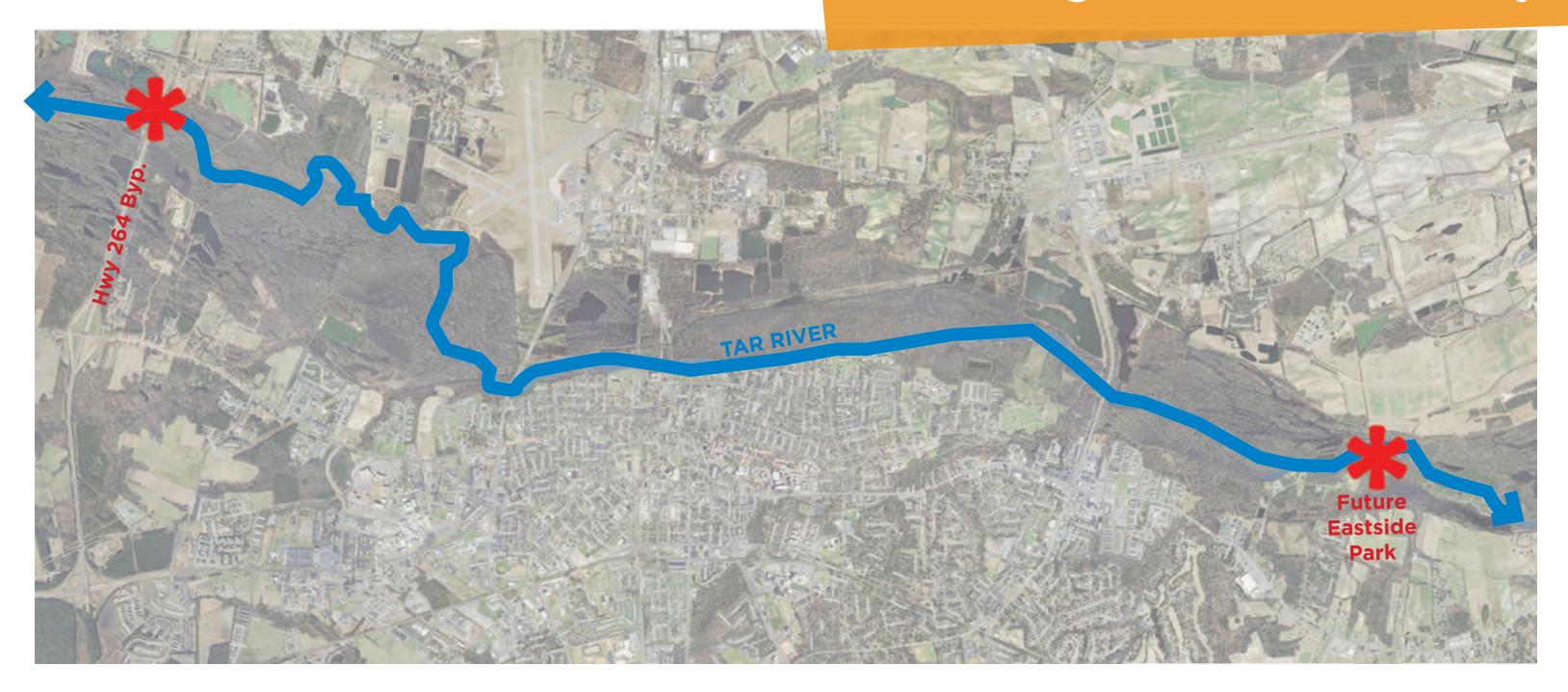
Tar River Legacy Plan
Project Presentation

11:30 AM - 1:00 PM

Information, Ideas & Conversations Q&A Session, Visit Stations

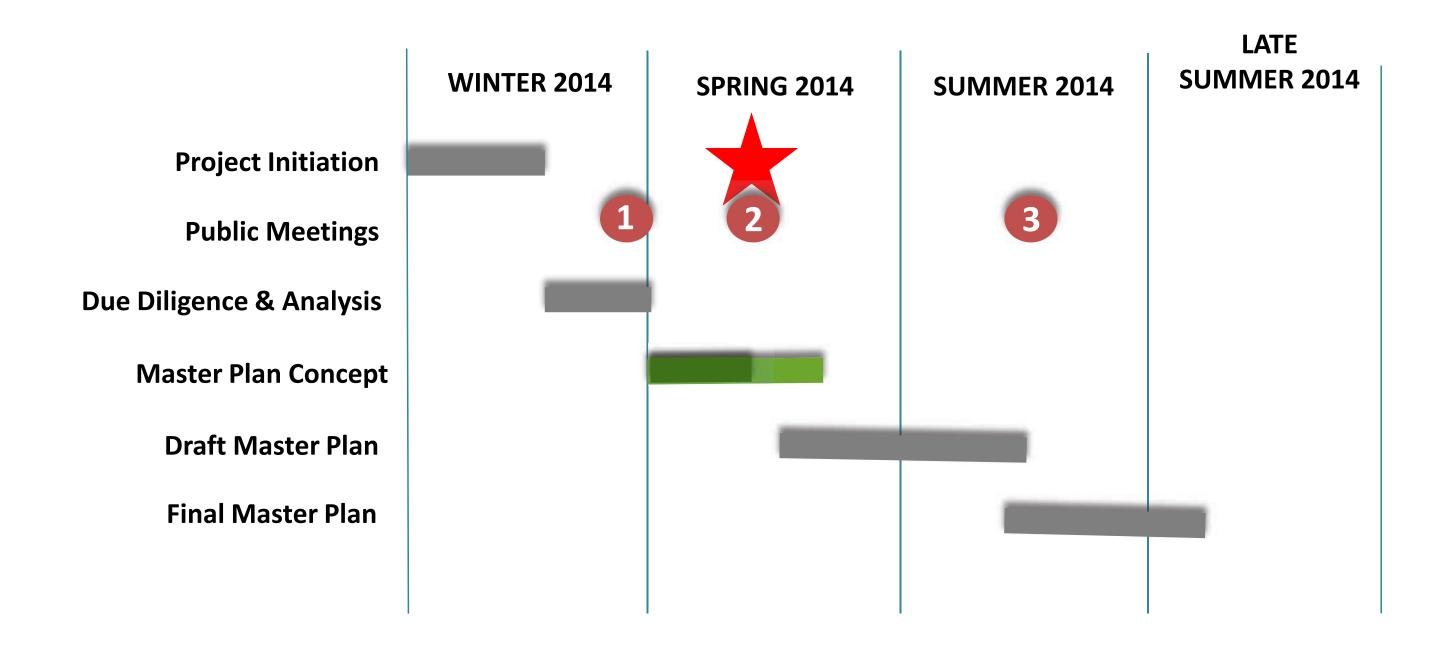
TAR RIVER LEGACY PLAN PURPOSE

7 Mile-Long River Corridor Study



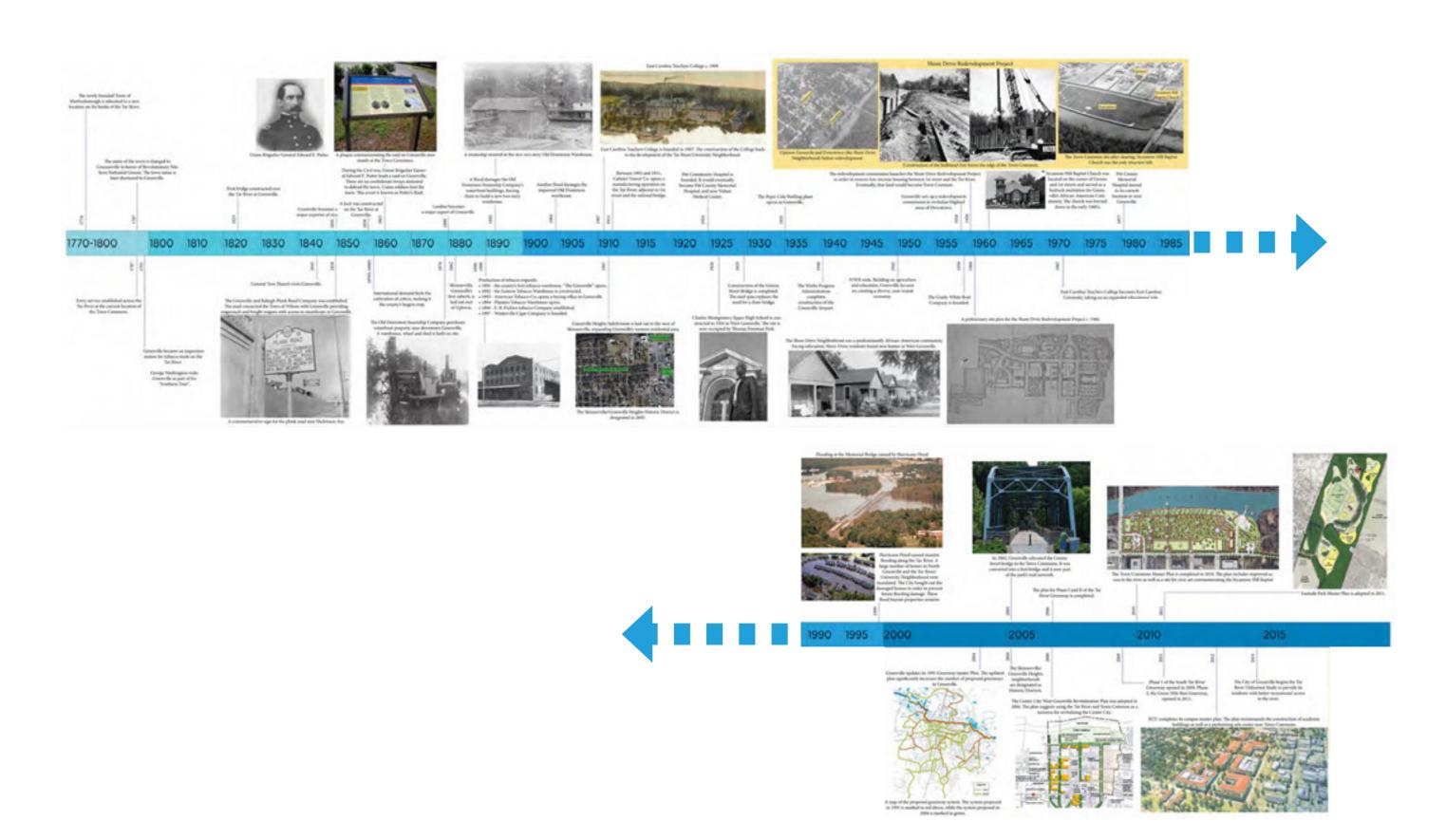


PROJECT SCHEDULE

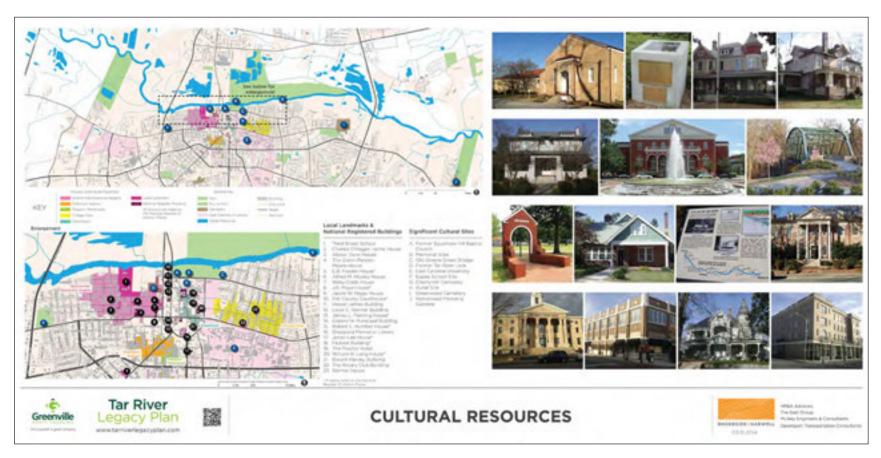




TIMELINE



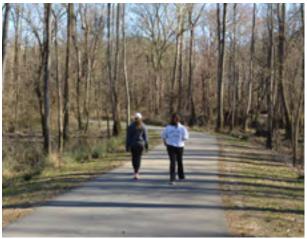
CULTURE & RECREATION RESOURCES









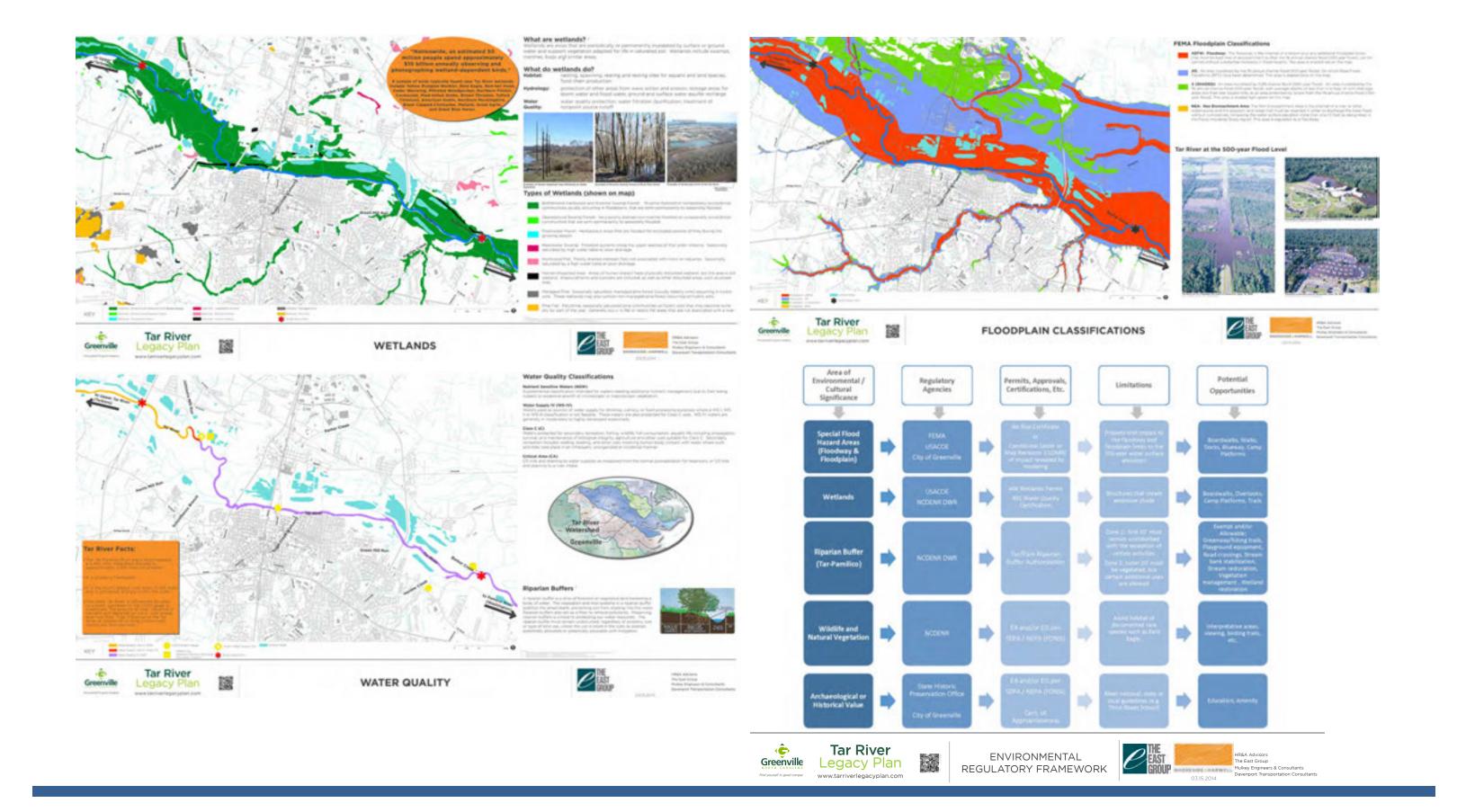




AERIAL VIEWS

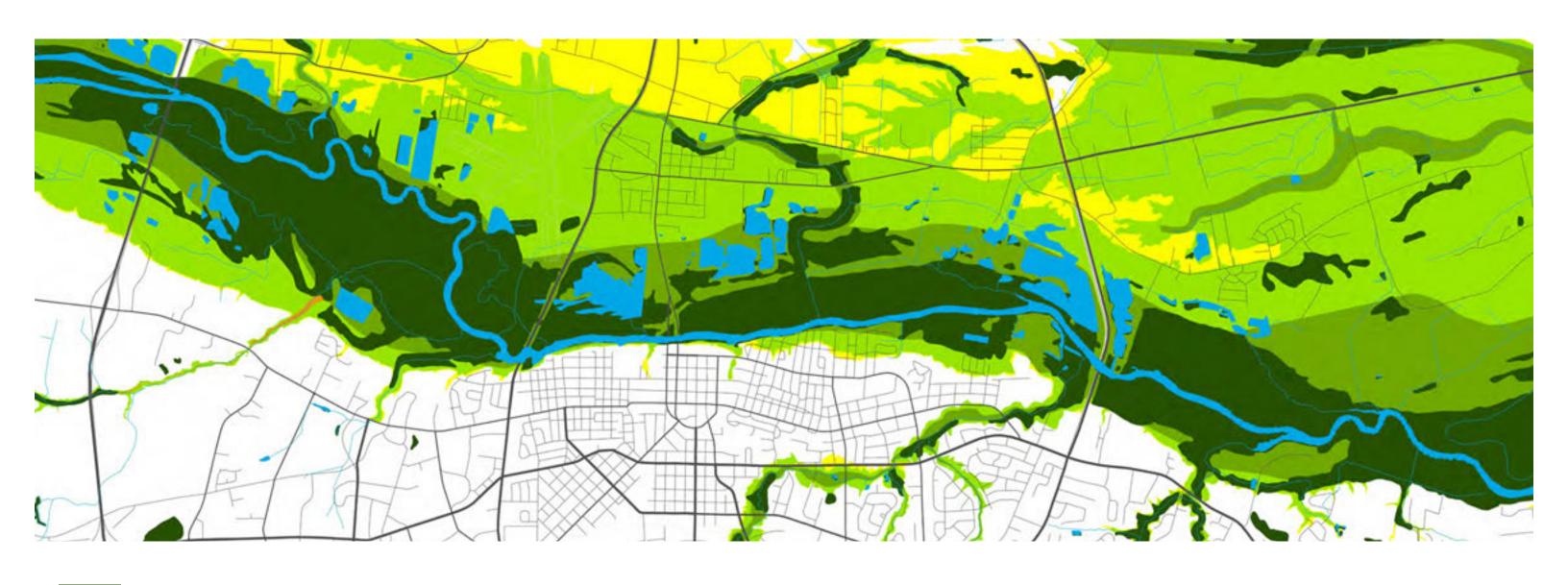


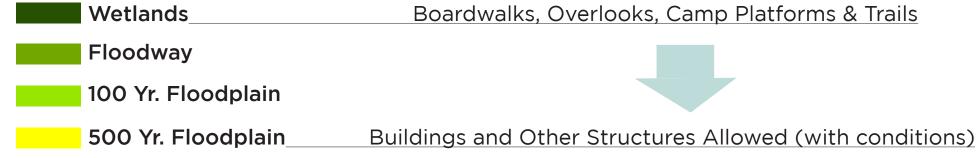
ECOLOGICAL / ENVIRONMENTAL ASSETS



ECOLOGICAL / ENVIRONMENTAL ASSETS

Wetland and Floodplain Suitability

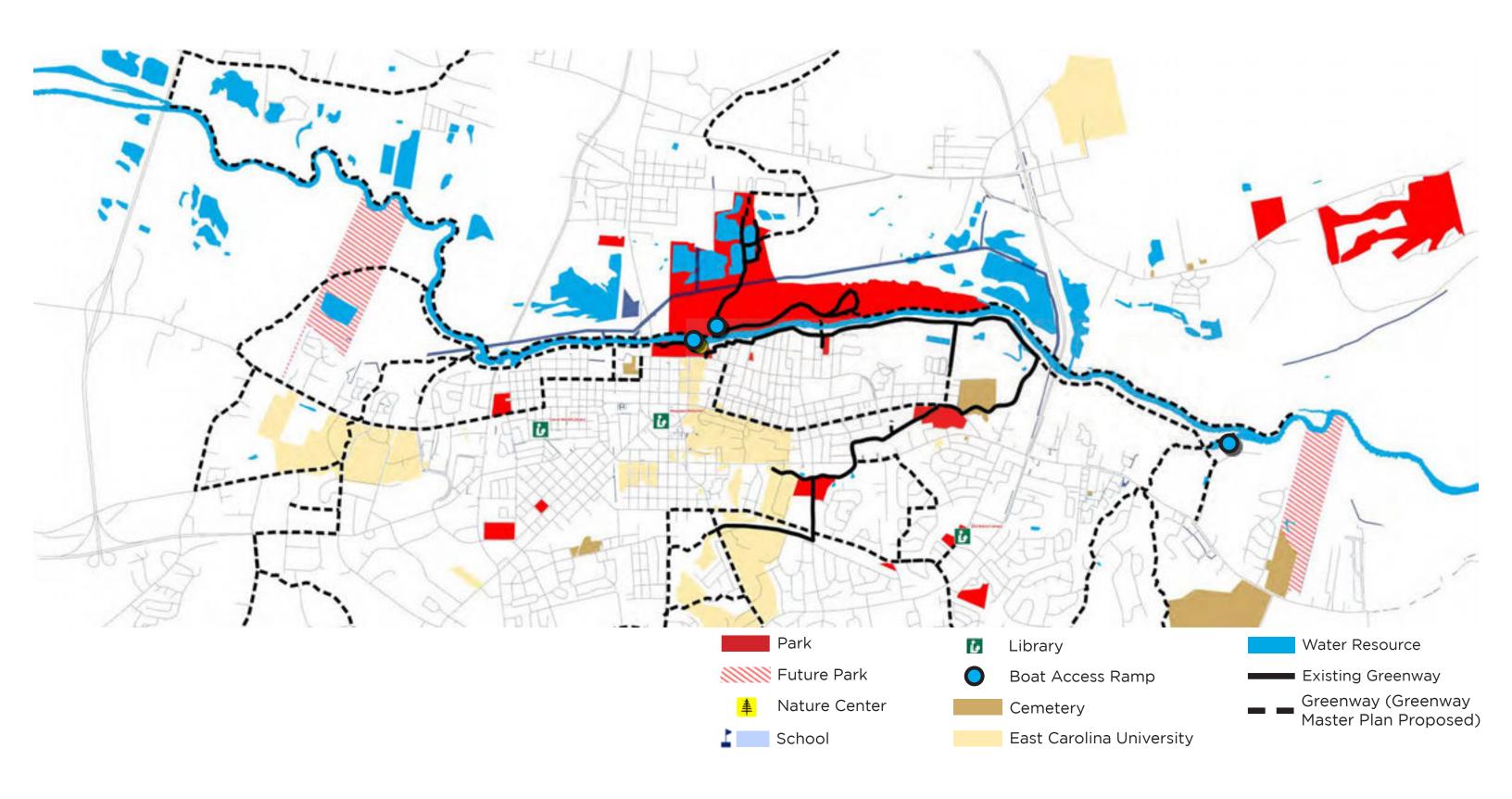




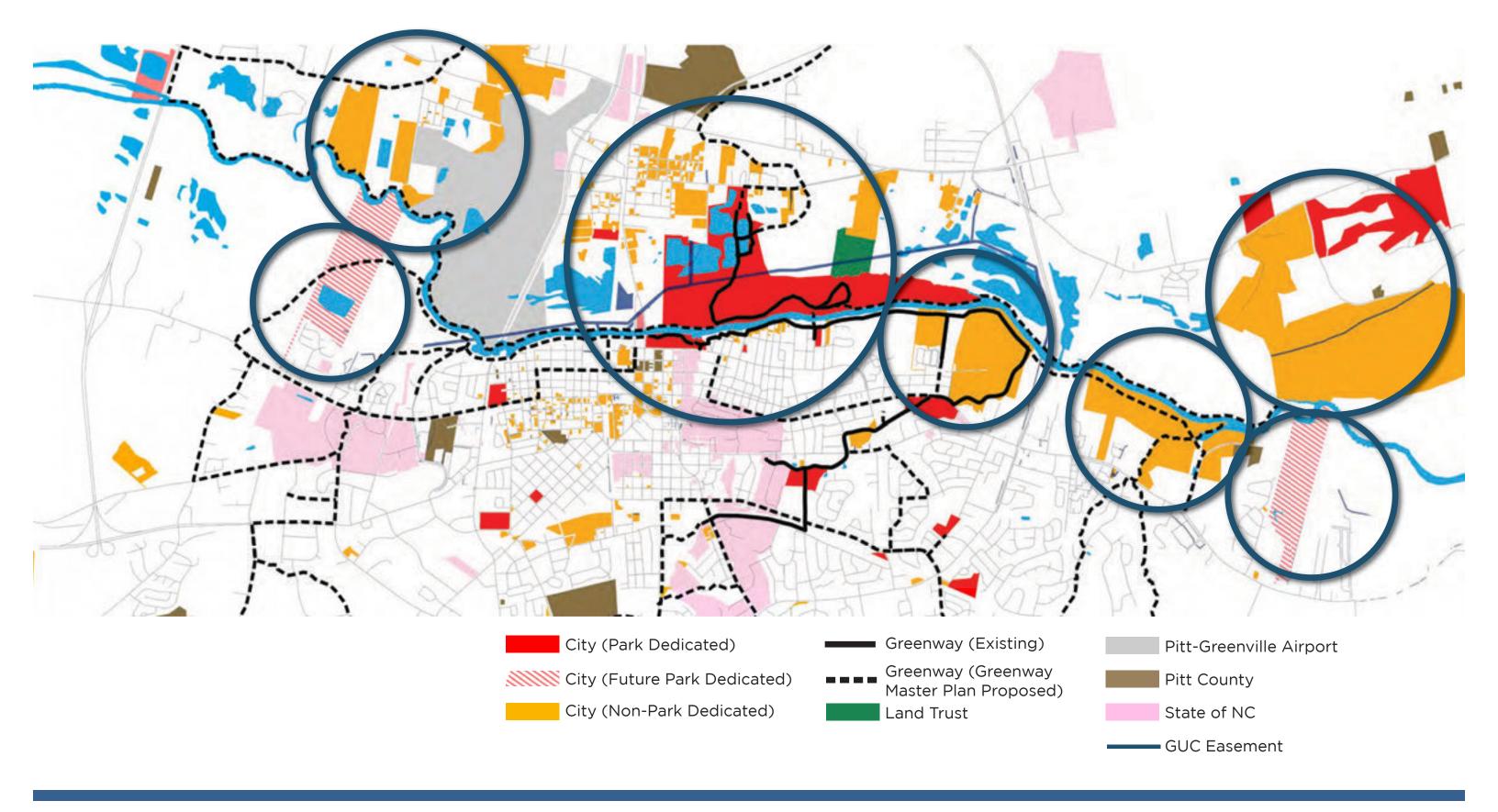
Additional Considerations:

- Riparian Buffers (Tar-Pamlico)
- Wildlife & Natural Vegetation
- Archaeological & Historic Areas

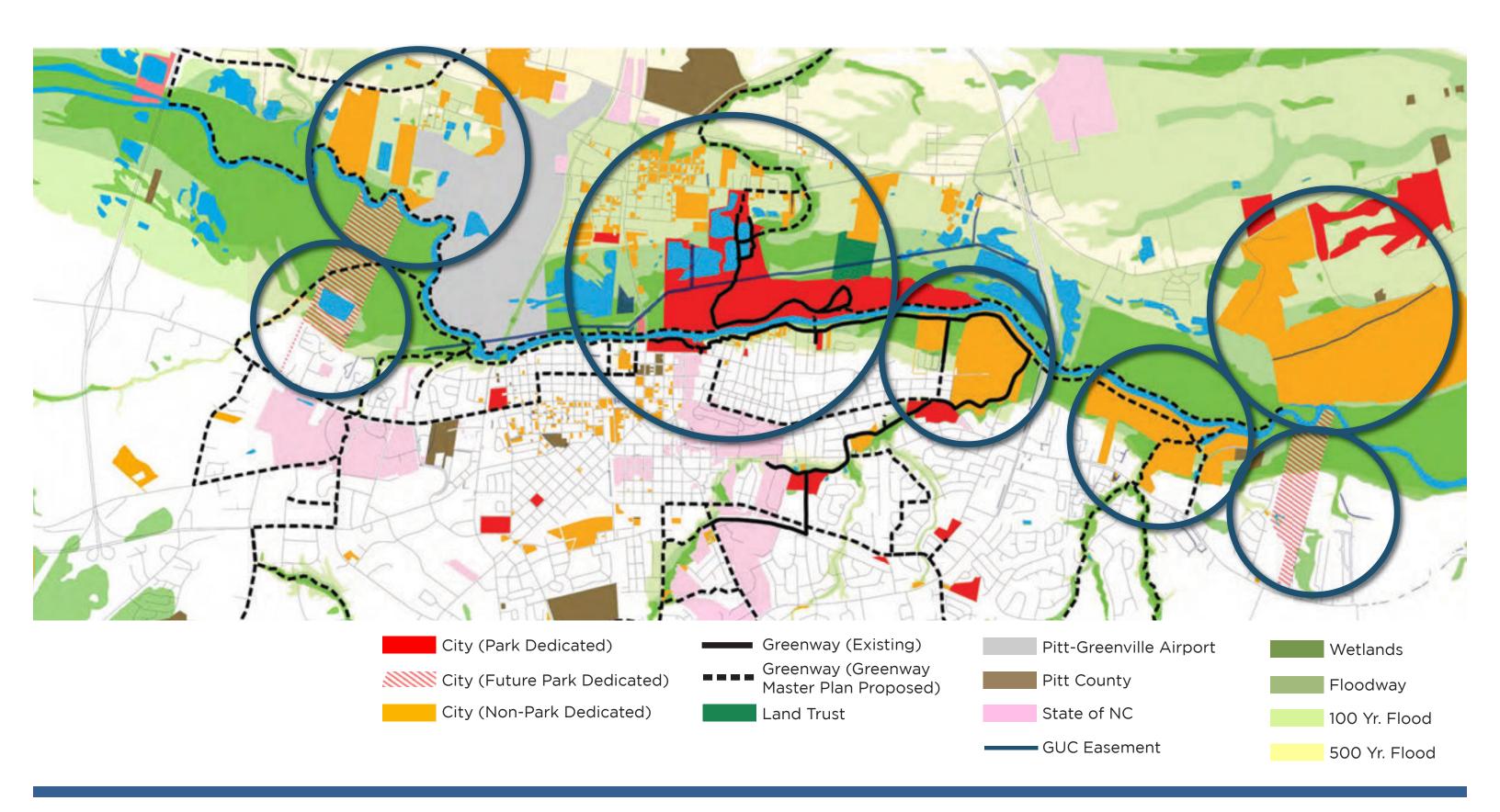
OPEN SPACE & PUBLIC REALM



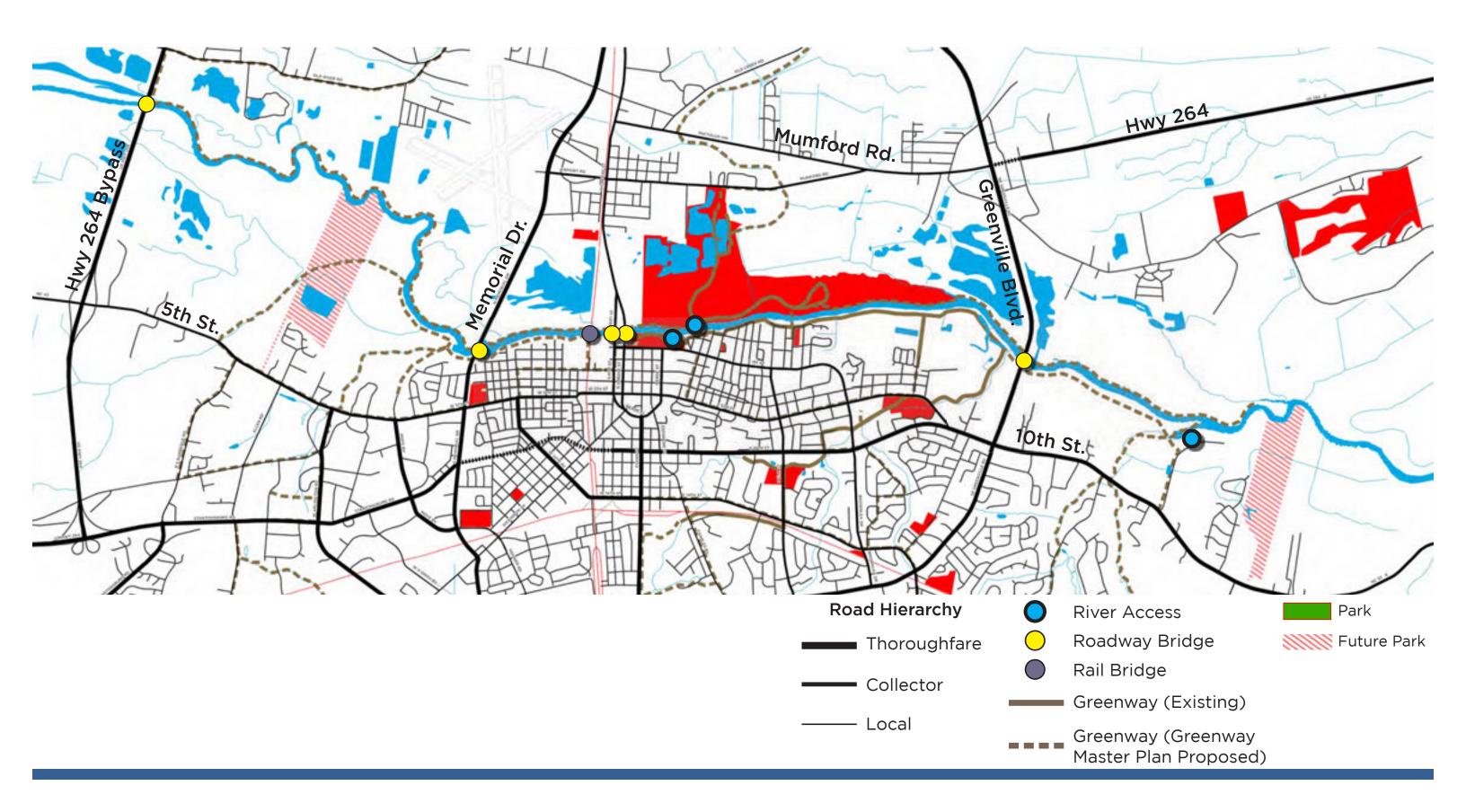
LAND OWNERSHIP



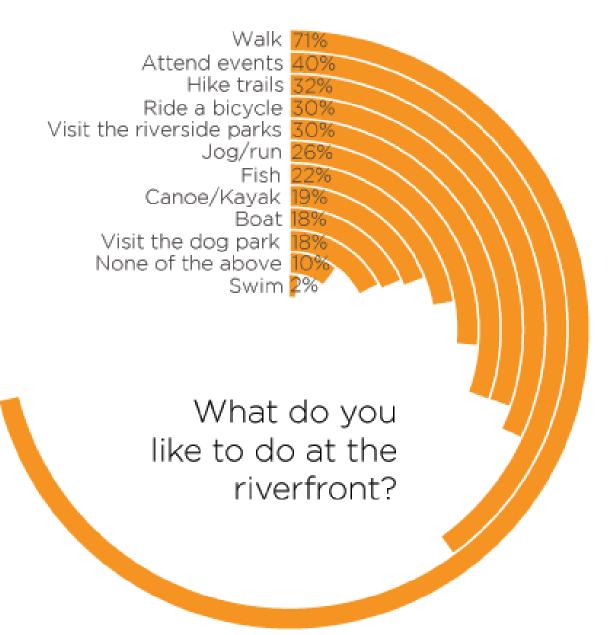
LAND OWNERSHIP & ECOLOGICAL / ENVIRONMENTAL ASSETS



CONNECTIONS & ACCESS



COMMUNITY FEEDBACK







When you visit the riverfront, how do you get there?

BUS 1%

(

BOAT 6%



RUN/JOG 7%



BICYCLE 11%

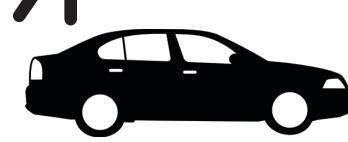


WALK 18%

今

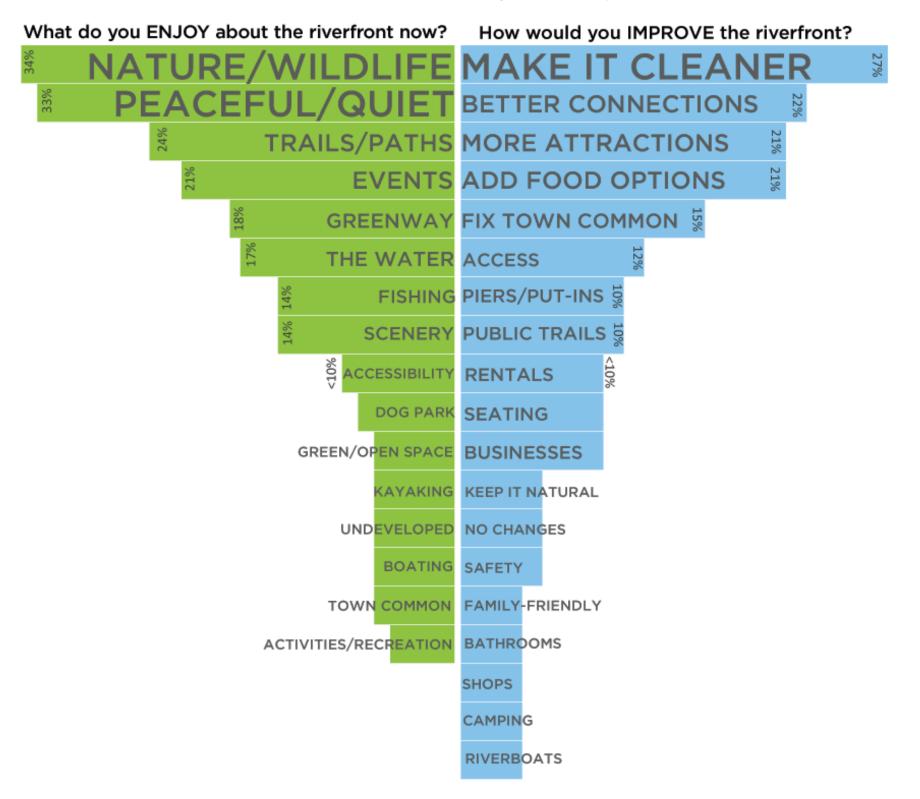
DRIVE A
PERSONAL
VEHICLE

48%



COMMUNITY FEEDBACK

What do you enjoy about the riverfront, and what would you improve?

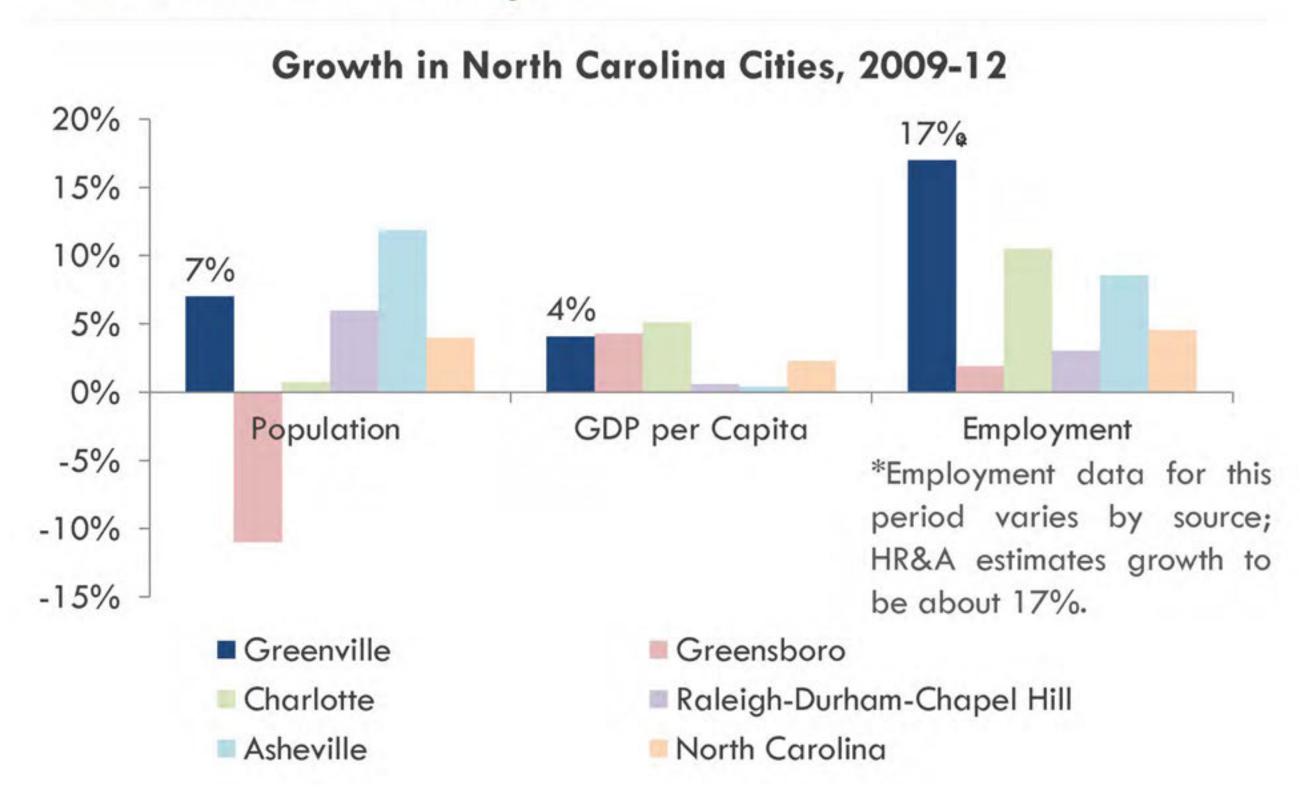


What is your vision for the future of the riverfront?

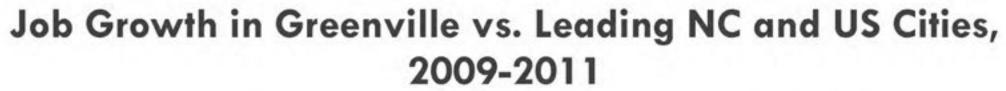


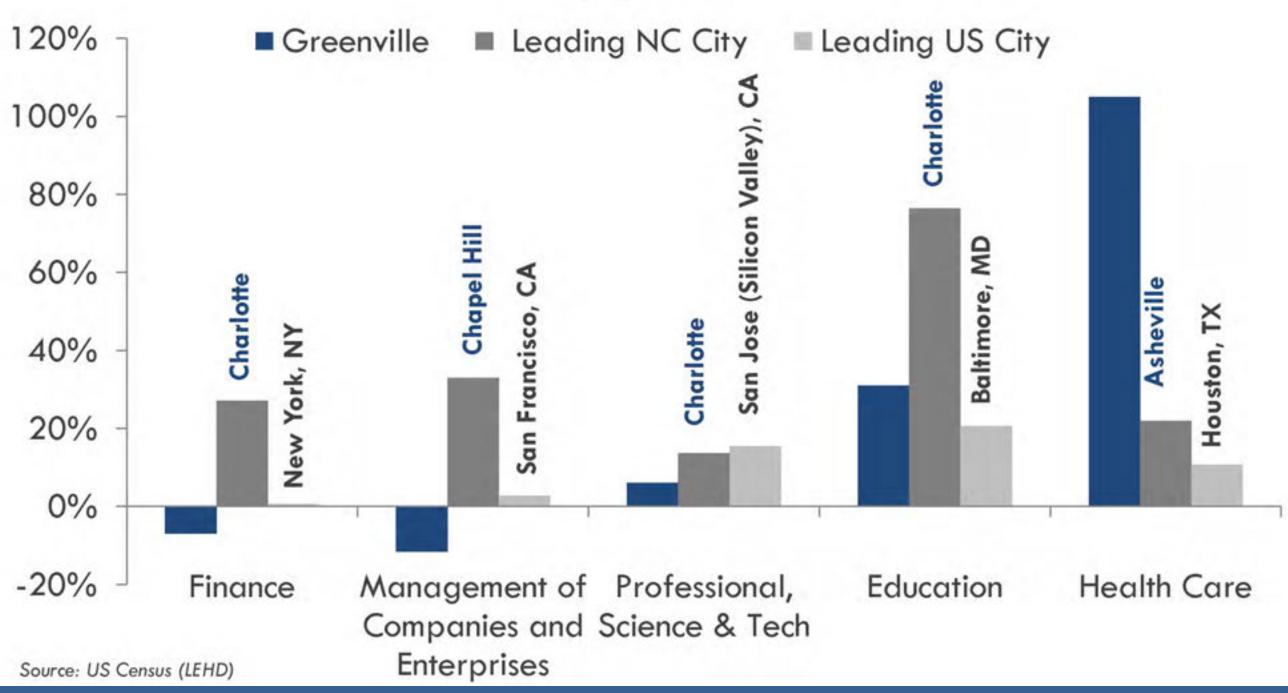


North Carolina's economic success is largely a function of its cities; Greenville is one of its strongest.

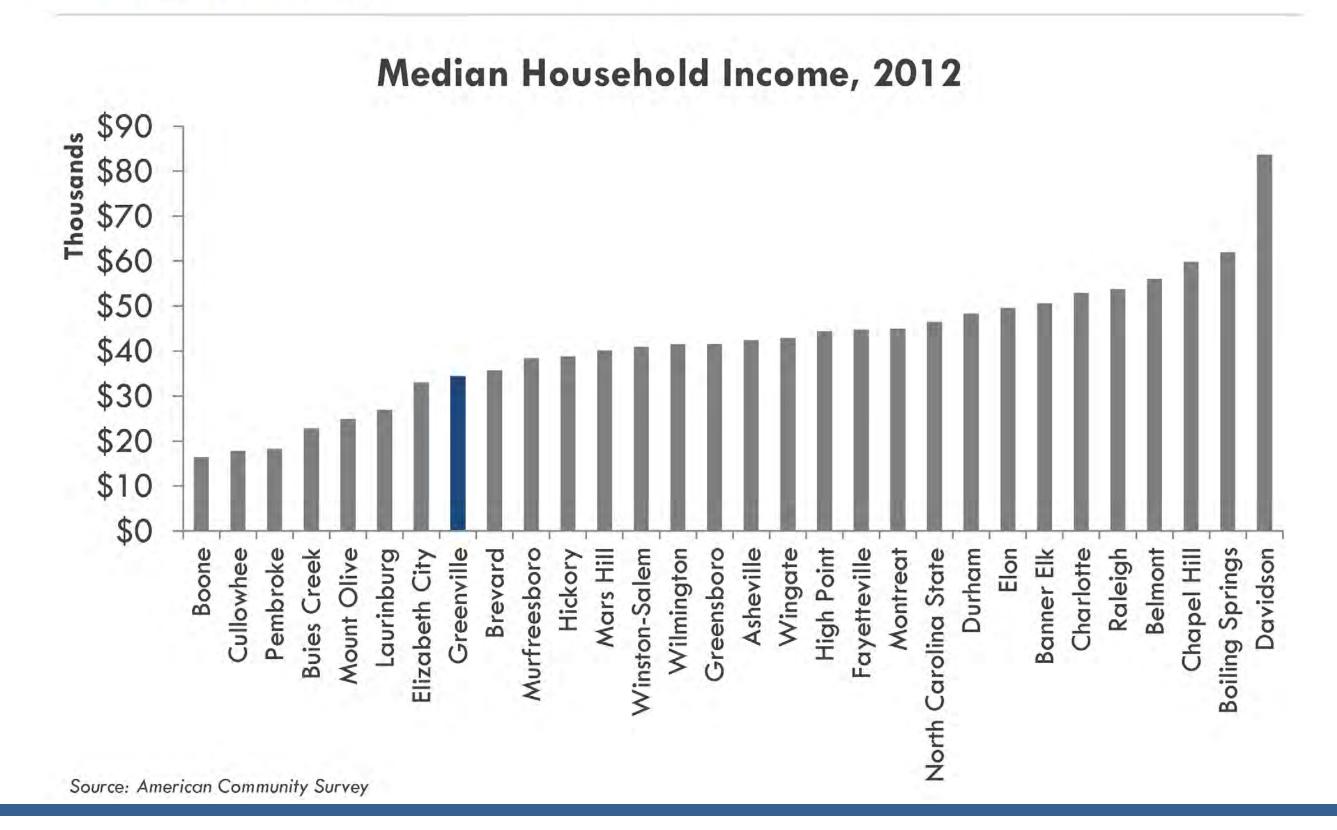


Recent employment growth in Greenville has been strongest in education and health care.



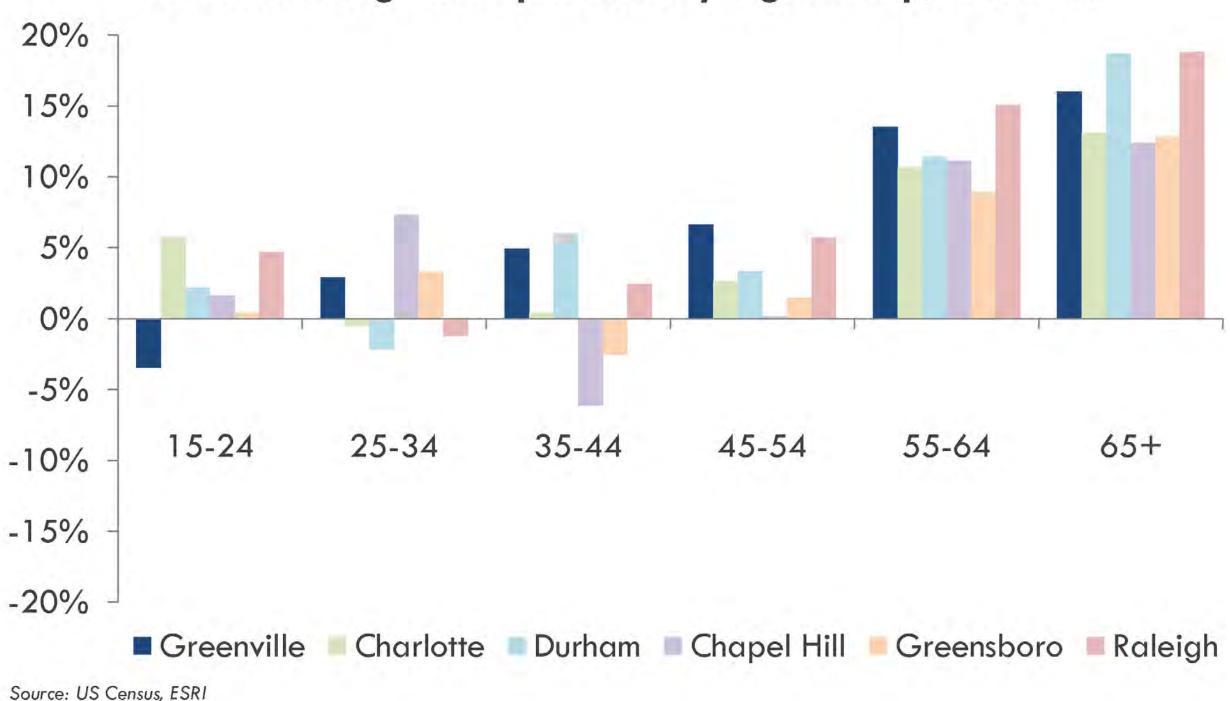


Dominance of education and health care employment results in relatively low median income.

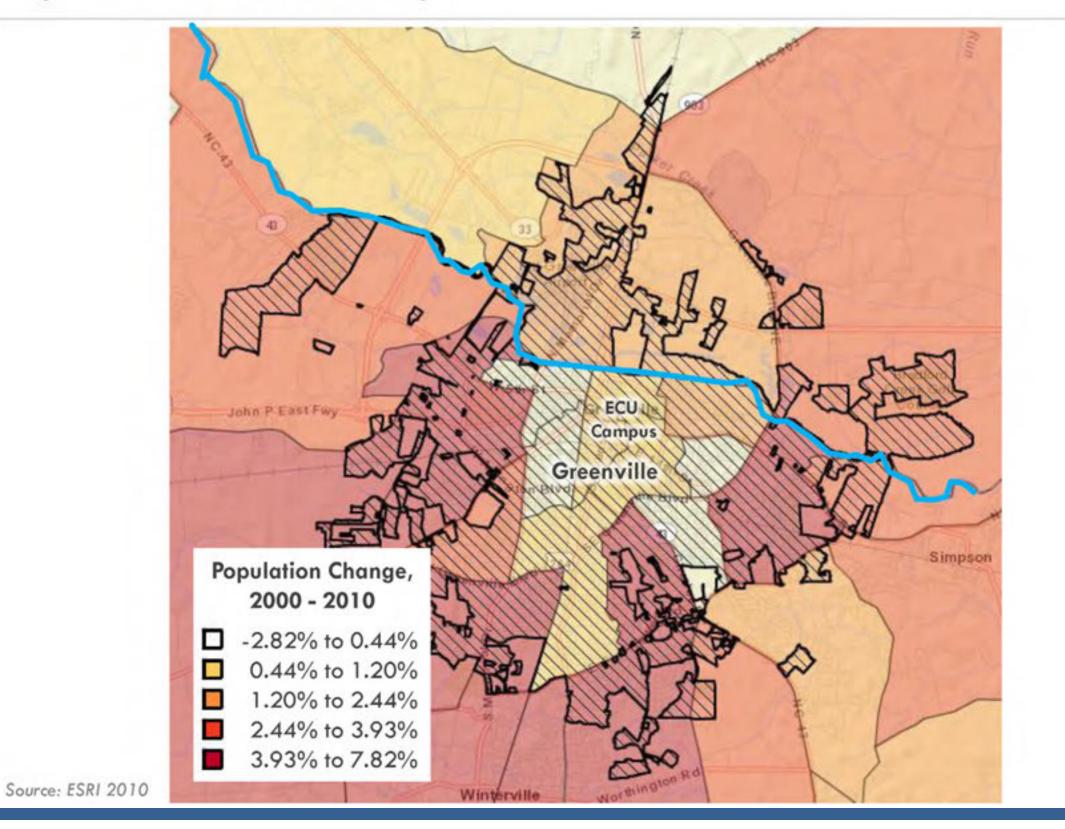


Greenville is having relative difficulty retaining its former student population, but is doing well at attracting other ages, particularly seniors.





Historically, Greenville's population has grown at the city's outskirts, away from the river and Uptown.



Leadership has begun investing in Uptown; it is emerging as a vibrant commercial and residential center.



First Friday Art Walks bring local artisans



Since 2000, Freeboot Friday has been holding summer concerts.

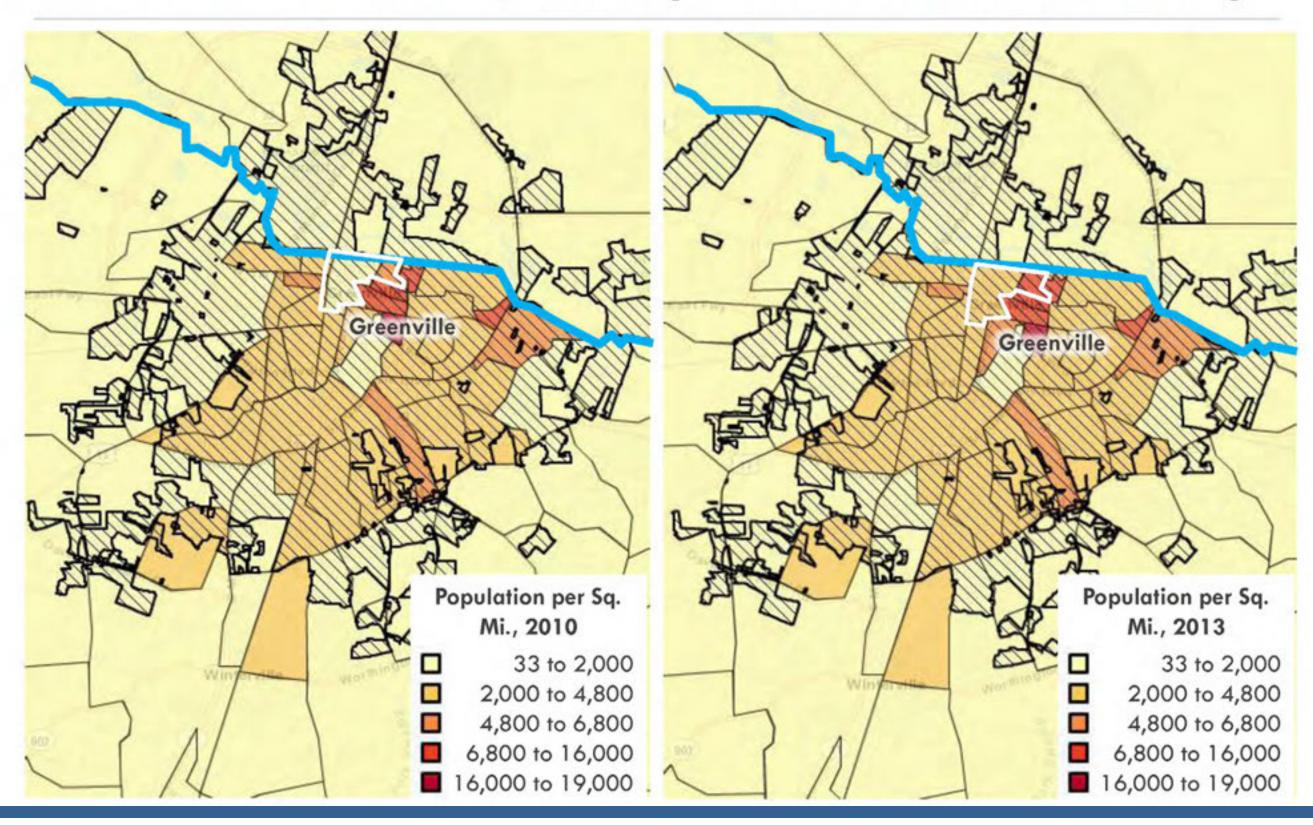


The Uptown Umbrella open air market at Five Points Plaza.



Four local historic districts are preserving the charm and feel of Greenville.

This effort is paying off: between 2010 and 2013, population density closer to the river increased, indicating a recent shift to downtown living.



Private investment in the center city is increasing: Uptown Greenville estimates that \$43M in private investment has occurred recently.









BLUE NETWORK

The River and the lakes

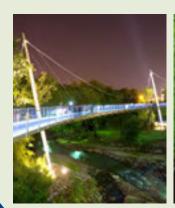






COMMUNITY

The River as a focal point for community connections





VIBRANT DESTINATION

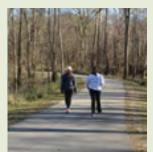
A place to spend an hour or a weekend





RECREATIONAL EXPERIENCE FOR ALL AGES

A great place, close to home, offering a diversity of activities





CONSERVATION CORRIDOR

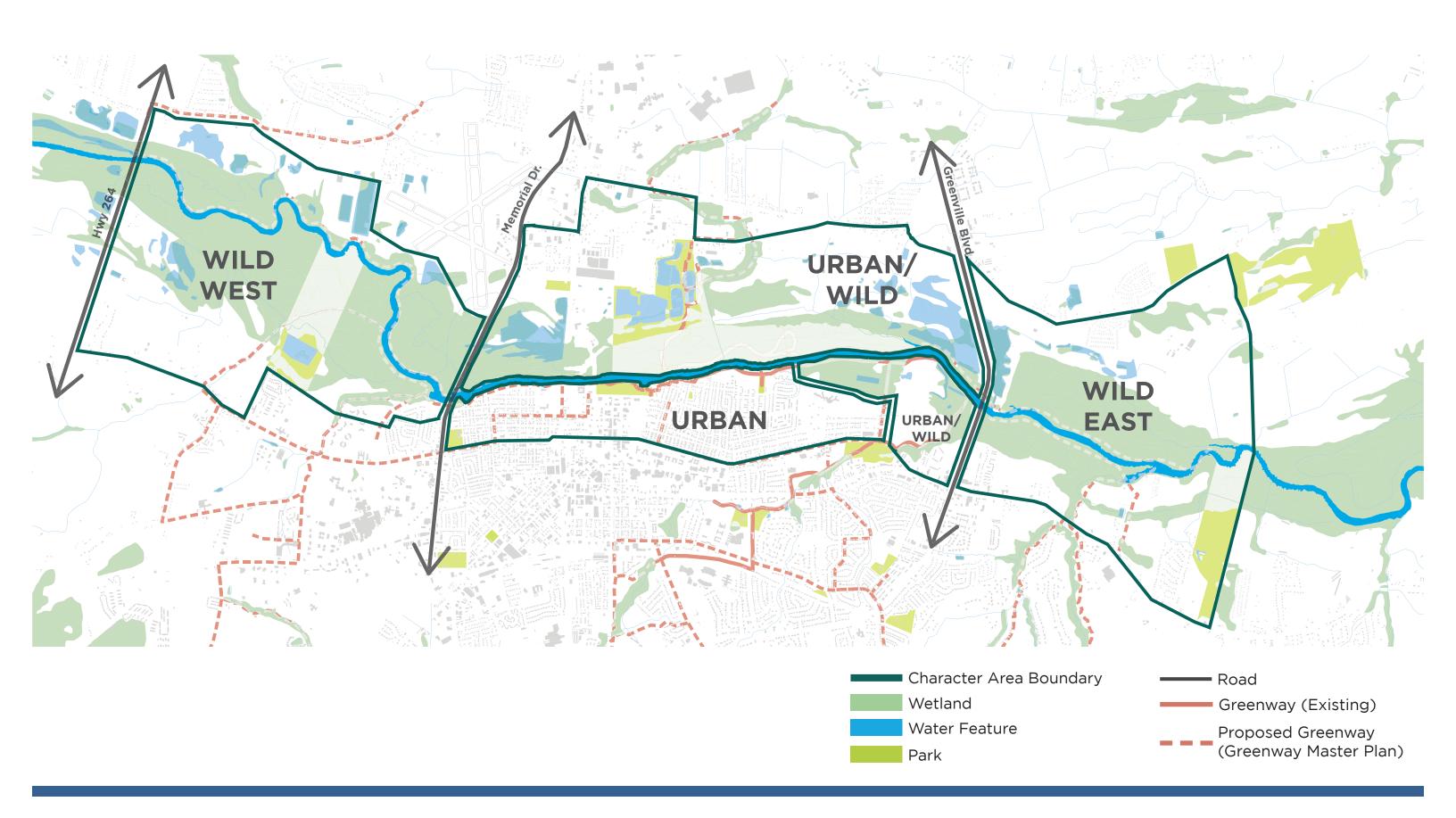
A careful balance between environmental conservation and community access





EMERGING THEMES

ECOLOGICAL / ENVIRONMENTAL CHARACTER AREAS



ECOLOGICAL / ENVIRONMENTAL CHARACTER AREAS

Wild West

Celebration of wild, natural areas









Urban

Creation of more landscapes along the River









Urban / Wild

Creation of dynamic recreation amidst wild natural areas









Wild East

Enhancement of natural areas for diverse recreation uses

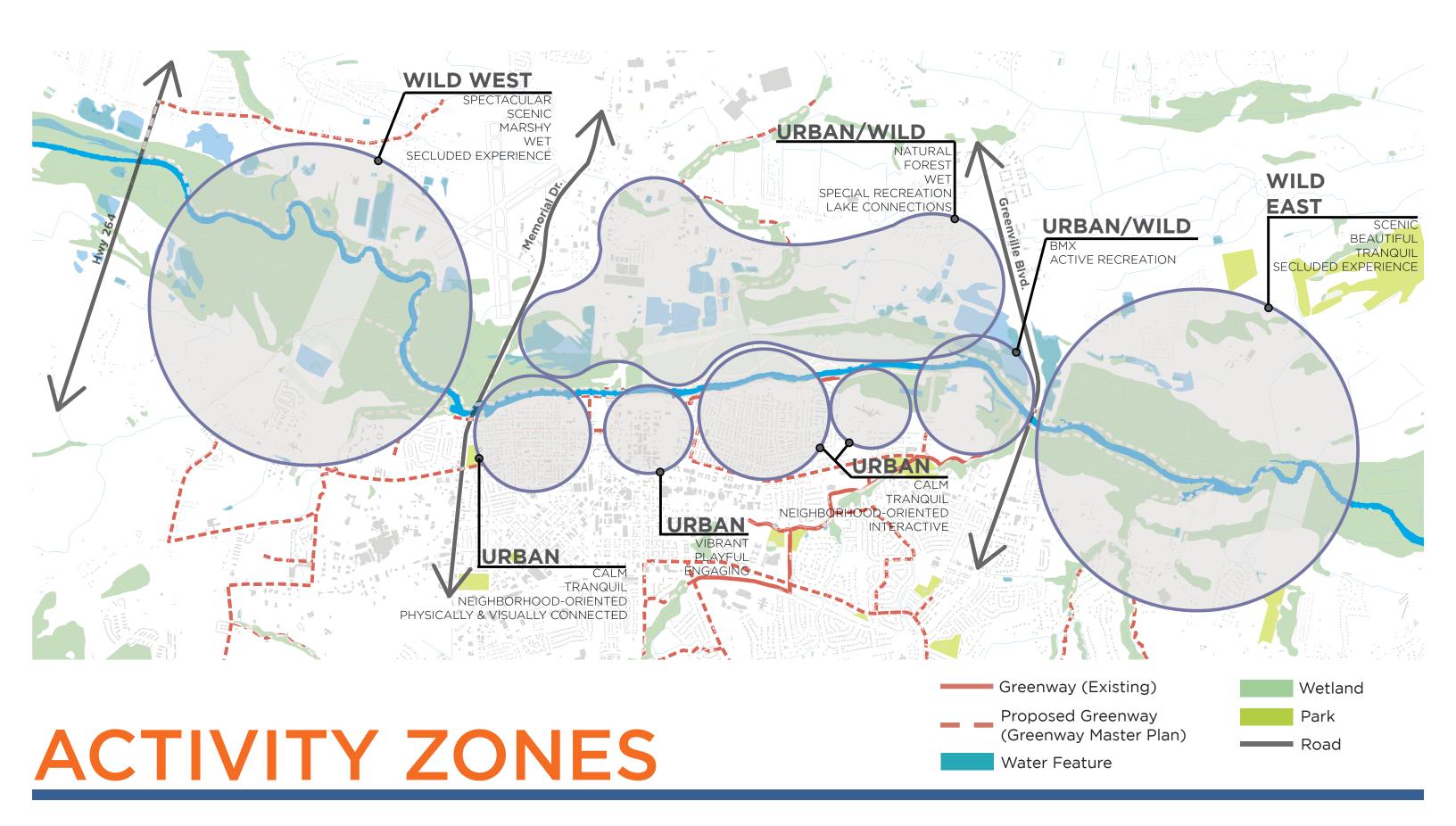


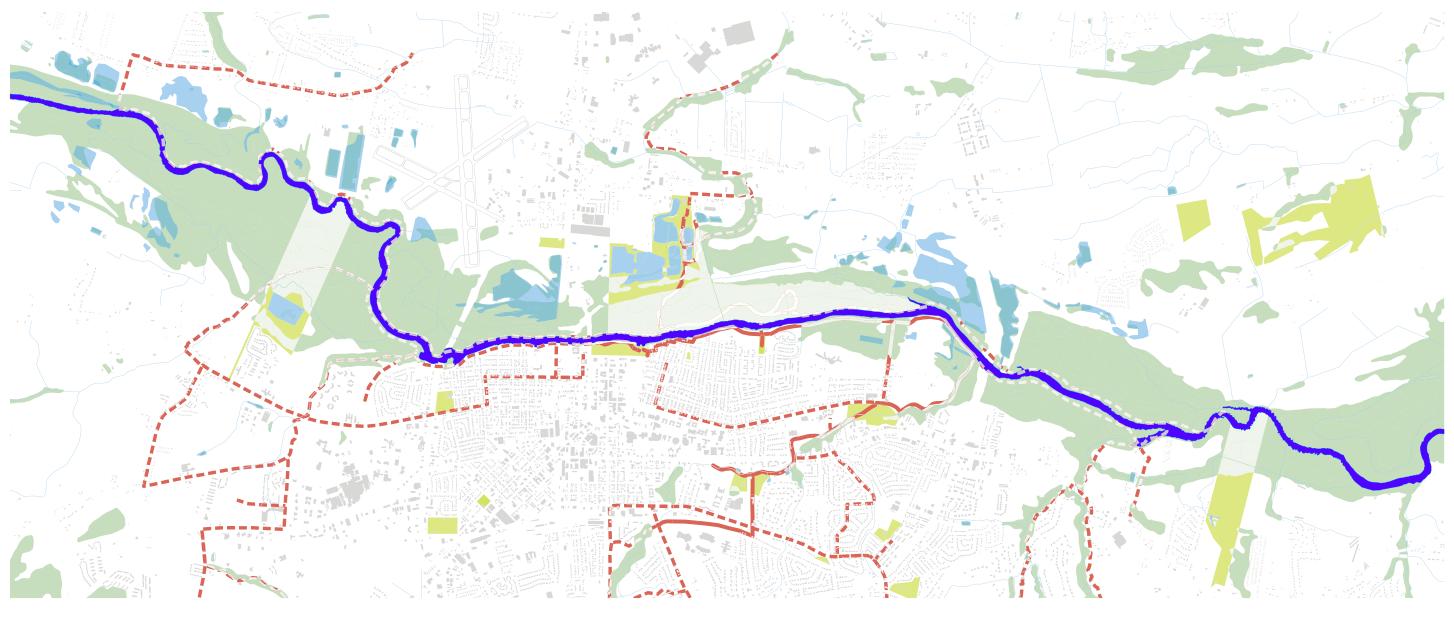






DIVERSE RECREATION OPPORTUNITIES





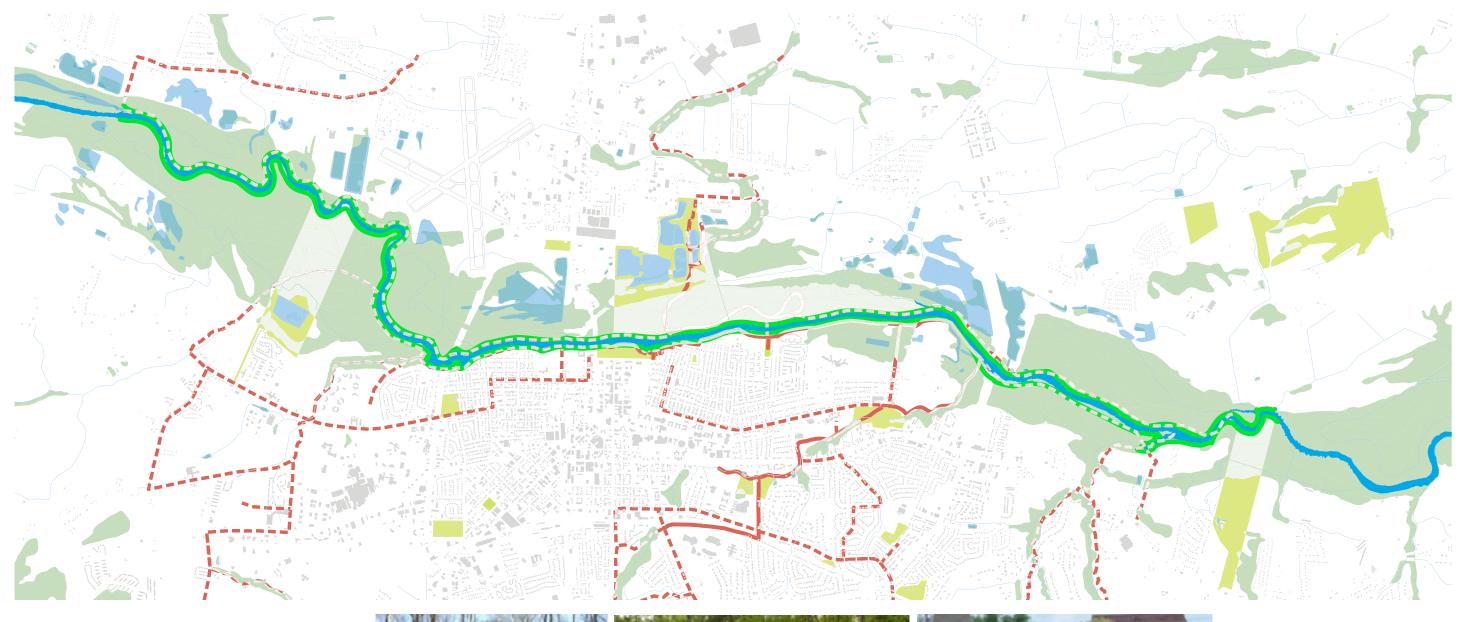
The Tar River & its tributaries











Expand the existing network



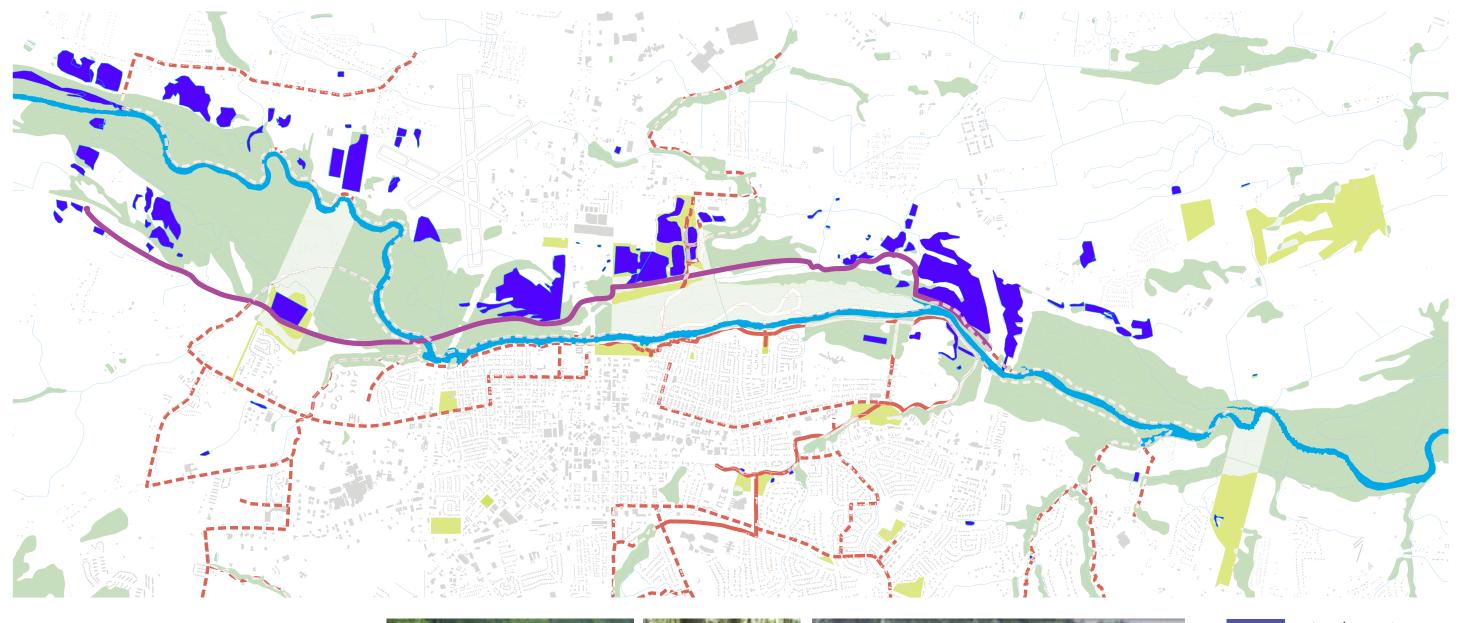




Greenway (Existing)
Proposed Greenway
(Greenway Master Plan)
River

Wetland
Water Feature
Park

GREENWAYS



Establish a new trail connecting lakes







Lake / Pond
Lakeway

River

Greenway (Existing)

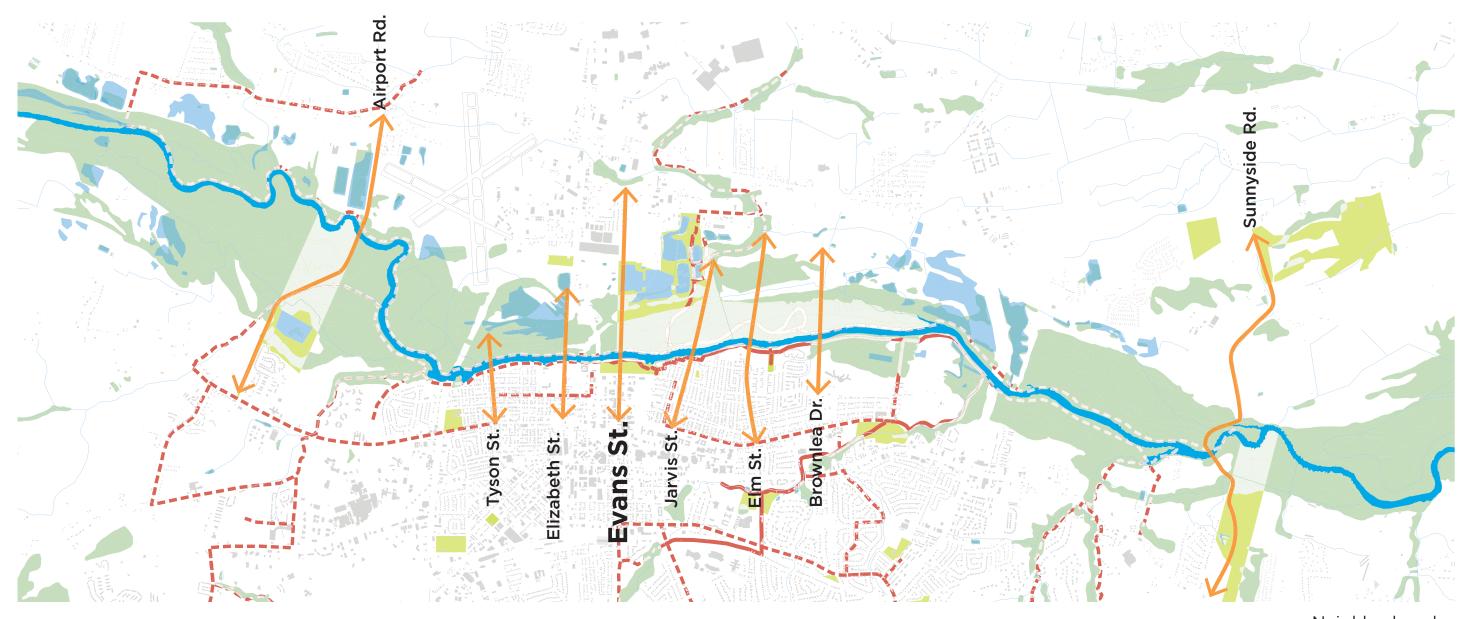
Proposed Greenway(Greenway Master Plan)

Wetland

Water Feature

Park





Link people to nature based activities

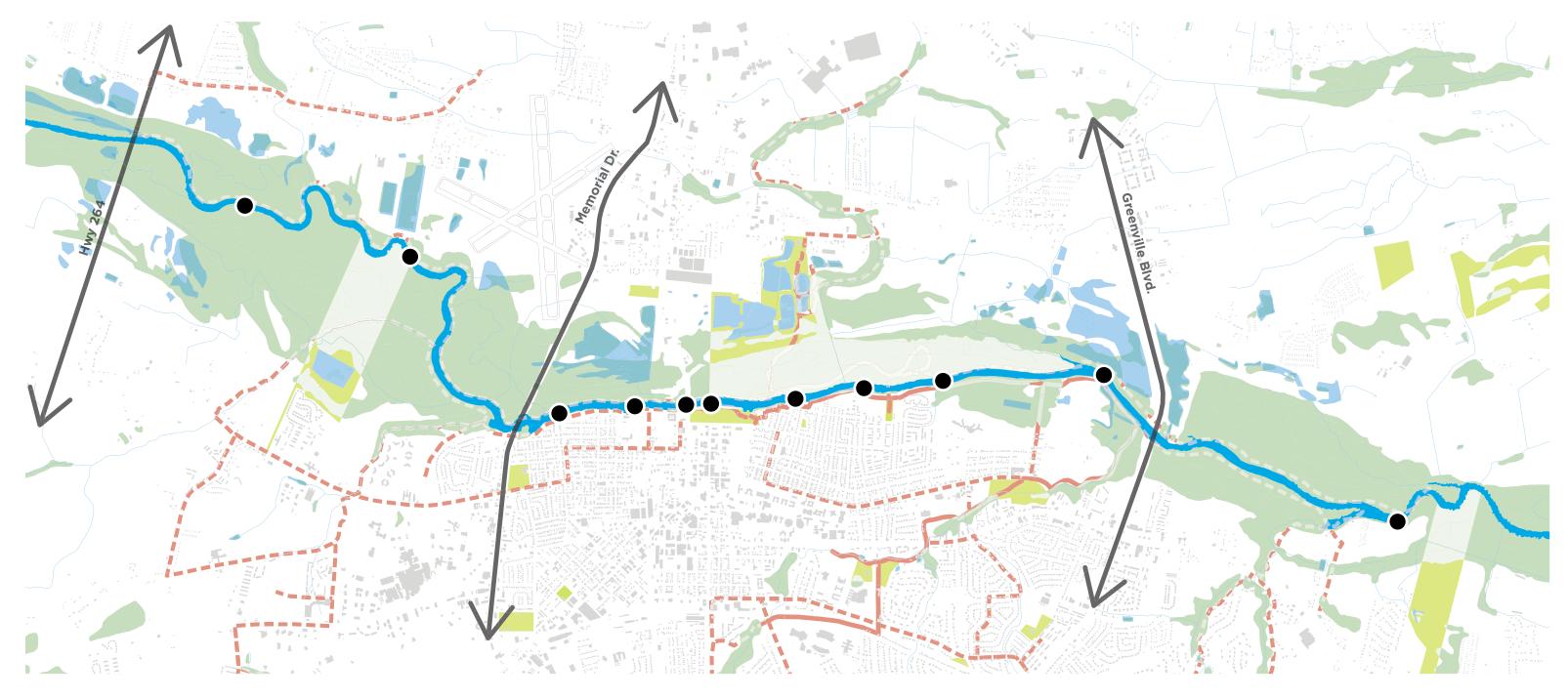
NEIGHBORHOOD CONNECTIONS







Park



Water Feature

Wetland

Park

Road

Crossing

Greenway (Existing)

Proposed Greenway (Greenway Master Plan)

Connect urban and natural resources

RIVER CROSSINGS

A SYSTEM OF RIVER CROSSINGS











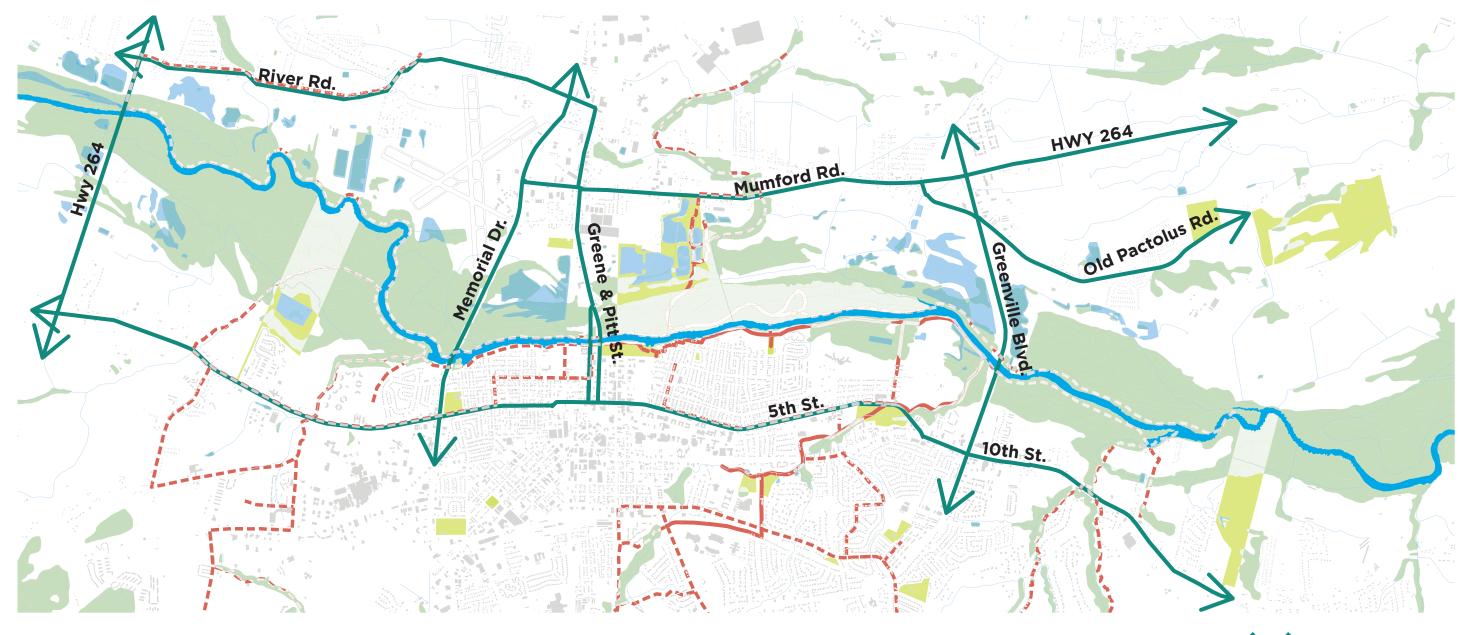






SIGNATURE BRIDGES

CONNECTIVITY FRAMEWORK



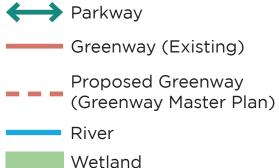
Increase multimodal access

PARKWAYS





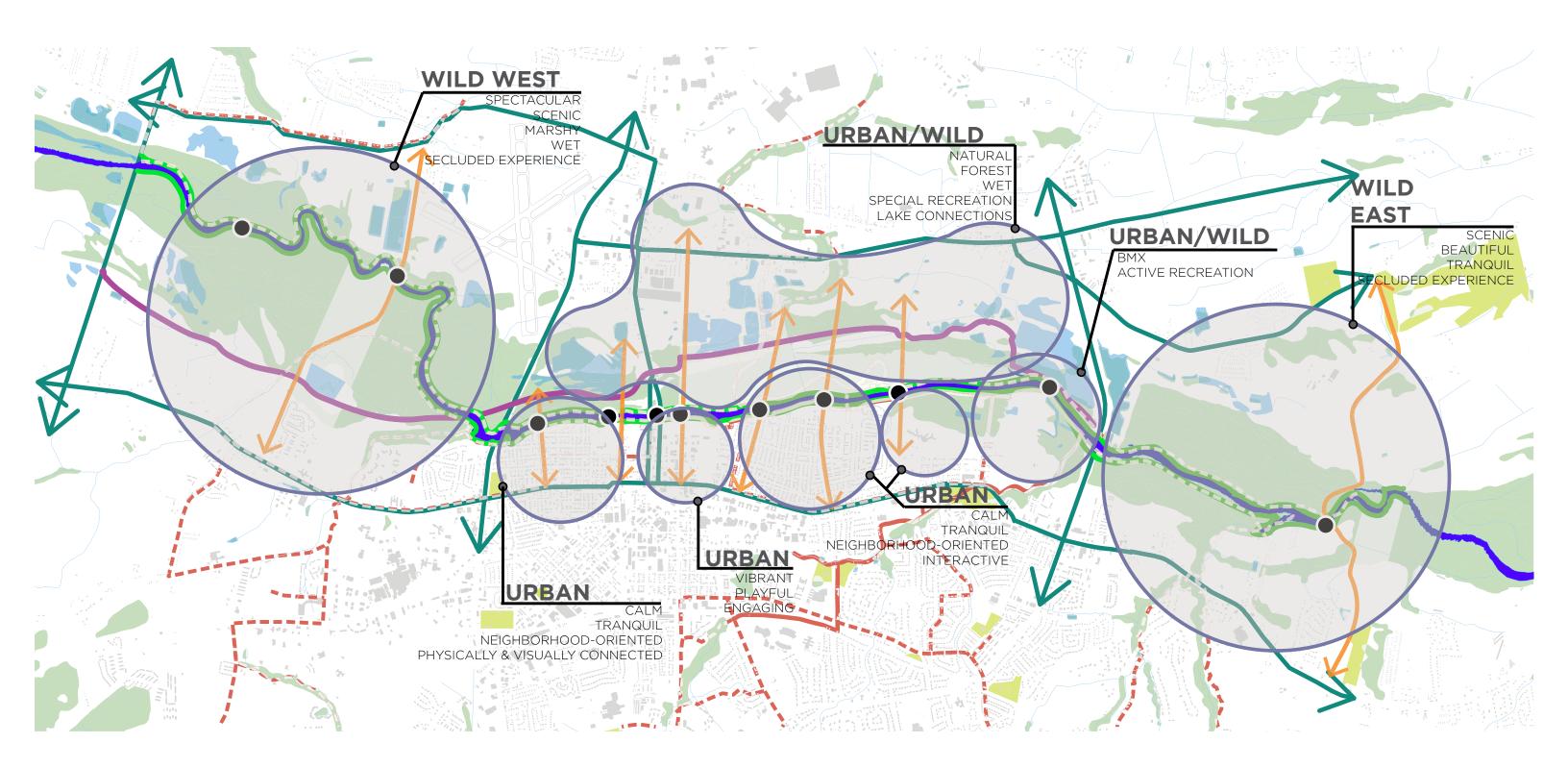




Water Feature

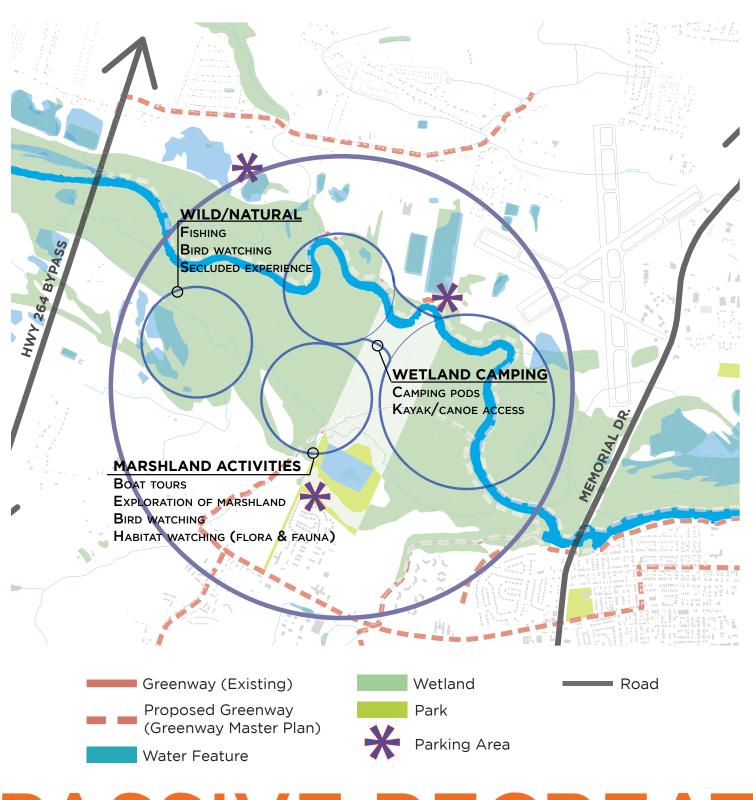
Park

CONNECTIVITY FRAMEWORK



CONNECTING GREENVILLE TO ITS RIVER

WILD WEST













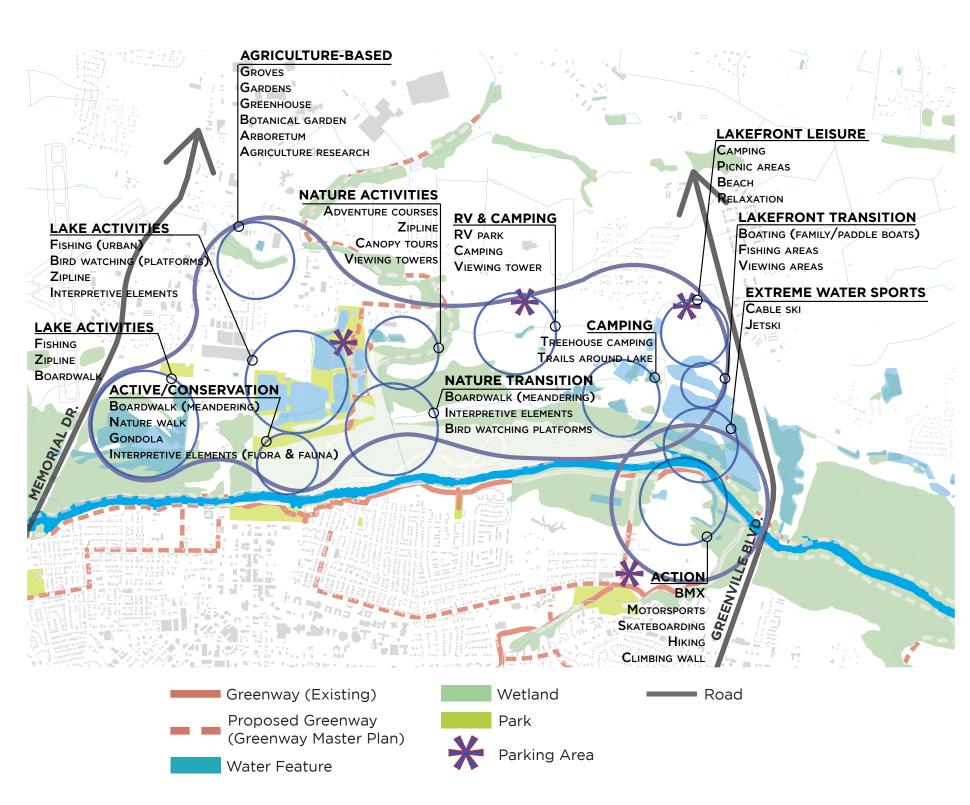




PASSIVE RECREATION



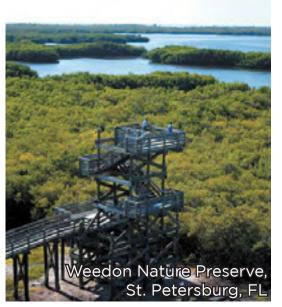












PASSIVE & ACTIVE RECREATION











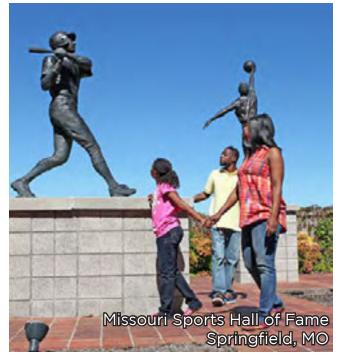








ADVENTURE











EXTREME SPORTS













URBAN AGRICULTURE

















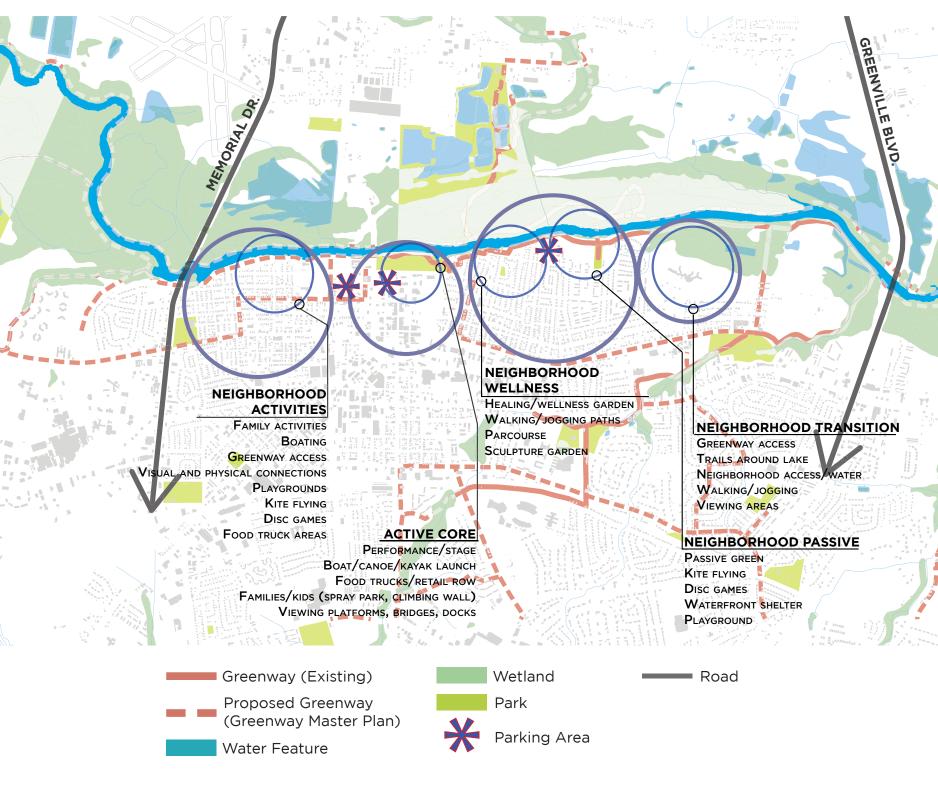


LAKE ACTIVITIES













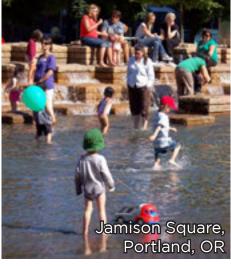




ACTIVE & PASSIVE ACTIVITIES





















URBANE ACTIVITIES















FAMILY FUN

















HISTORY & INTERPRETATION















ENVIRONMENTAL STEWARDSHIP

WILD EAST







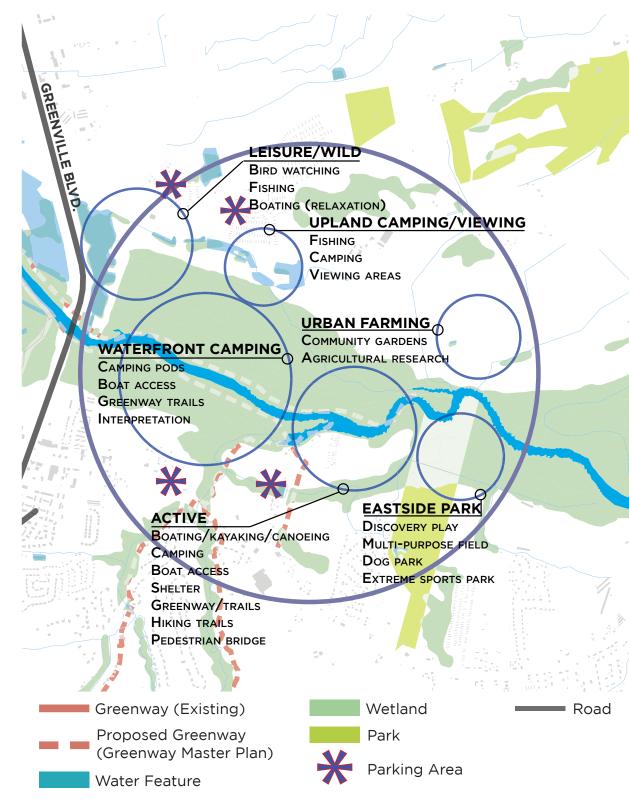












ACTIVE & PASSIVE RECREATION

PRELIMINARY FRAMEWORK Tar River Existing Parks Existing Greenway Proposed Greenway [Master Plan] Viewing Areas Observation Areas/Towers Boat Launch Areas Camping Pods/Areas Picnic Areas Parkway Green Streets/Connections Trails, Paths Pedestrian Crossing Access Areas Lakes Lakeway THE CONCEPT

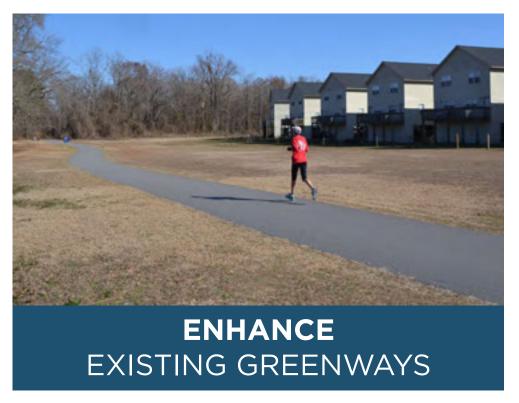
PRELIMINARY FRAMEWORK Tar River Existing Parks Existing Greenway Proposed Greenway [Master Plan] Viewing Areas Observation Areas/Towers WILD WEST Boat Launch Areas Camping Pods/Areas Picnic Areas Parkway URBAN/WILD Green Streets/Connections Trails, Paths Pedestrian Crossing Access Areas Lakes Lakeway WILD EAST URBAN URBAN URBAN/WILD RESOURCES & PROGRAMS

PRELIMINARY FRAMEWORK Tar River Existing Parks Existing Greenway Proposed Greenway [Master Plan] Viewing Areas Observation Areas/Towers Boat Launch Areas Camping Pods/Areas が前 Picnic Areas Parkway <u>\$</u> 5 **13** 3 Green Streets/Connections Trails, Paths Pedestrian Crossing Access Areas Lakes Lakeway ACTIVITES

PRELIMINARY FRAMEWORK Tar River Existing Parks Existing Greenway Proposed Greenway [Master Plan] Viewing Areas Observation Areas/Towers Boat Launch Areas Camping Pods/Areas Picnic Areas Parkway Green Streets/Connections Trails, Paths Pedestrian Crossing Access Areas Lakes Lakeway Land Ownership City Owned Park City Owned Non-Park Phil Carroll FRAMEWORK & OWNERSHIP

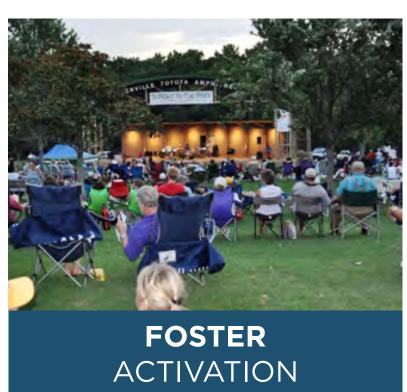














"LOW HANGING FRUIT" PROJECTS



The activation of the Tar Riverfront can be a significant driver of economic development for Greenville.

Revitalization of the Tar River

Quality of Life

- · Jobs
- Amenities
- Affordability

- Core industry growth
- Entrepreneurship potential

- ECU student retention
- Young professional families attraction

Key economic objectives for the Tar River Legacy Plan ought to include:

Demographics

Attract young professional families and retain ECU students.

Location

Contribute significantly to the revitalization of Uptown Greenville and adjacent communities.

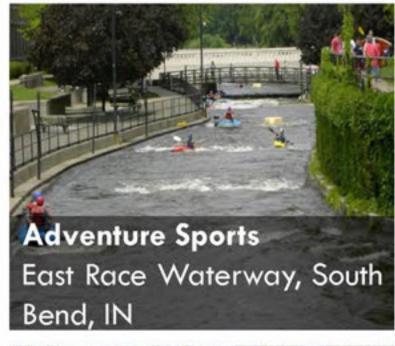
Funding

Demonstrate potential to be funded through earned income, real estate value capture, or private contribution (individual and corporate).

Greenville can grow the desired demographic groups through strengthening its urban and nonurban riverfront programming.



Strengthening programming of nonurban parkland could help attract young professional families and retain ECU students.











Capital and operating funding context suggests the need for identification of alternate sources of funds, as well as phasing.

Potential Sources of Funding

Capital

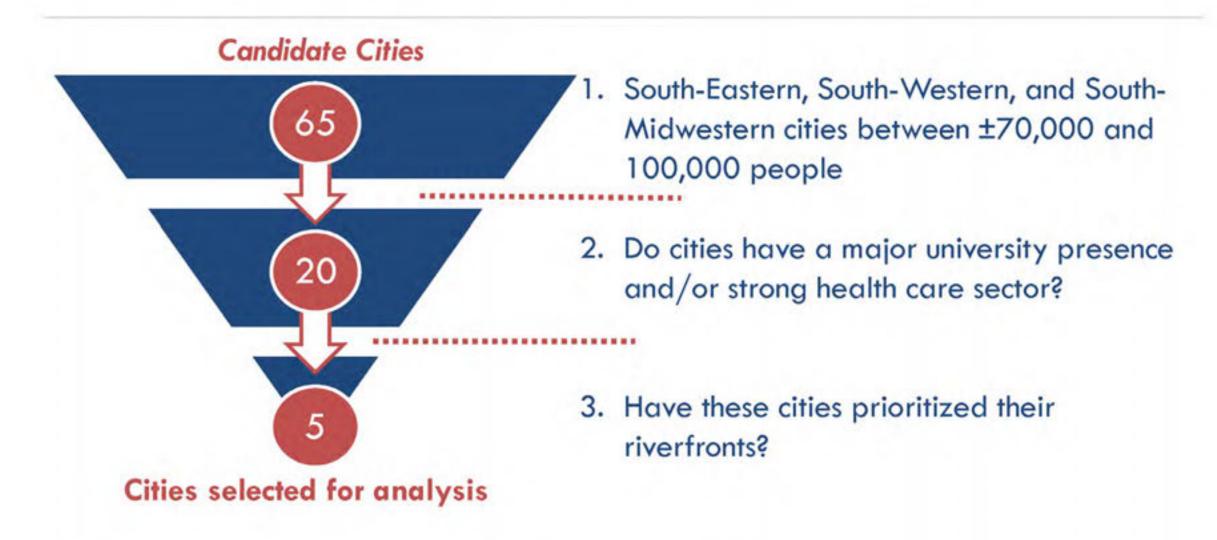
Real estate value capture

- Philanthropy (corporate and individual)
- Business Improvement District
- Other public funding

Operations & Maintenance

- Real estate value capture
- Philanthropy
- Business Improvement District
- Earned income (concessions, rentals, user fees, etc.)

There are few directly analogous precedents.





South Bend, IN



Greenville, SC



Chattanooga, TN

South Bend, IN: The East Race Waterway is a man-made whitewater course that attracts thousands of adventure-seekers and spectators each year.



South Bend, IN: The Waterway has catalyzed \$78 million in economic development, much in new housing along the East Bank.







Impacts in South Bend:

500-700

river users per weekend, 50% from out of town

Job Growth

via AM Gen Headquarters and the Memorial Epworth Hospital Riverfront investments Greenville, SC: The Falls Park Master Plan transformed 26 acres of polluted riverfront into an award-winning public park and pedestrian bridge.



Create signature open space to spur downtown revitalization, increase pedestrian access to

river

Project Purpose

2002 - 2004

Year Built

26 acres

\$18.5M

Total Capital Cost

\$13M hospitality tax, \$3.5M private contributions

Capital Funding Source(s)

\$410,000

Operating Budget

Hospitality tax, endowment, earned income

Operating Funding Source

Public

Project Management

Greenville, SC: To date, Falls Park has generated over \$80M in adjacent development and spurred marked economic growth in the West End.



Impacts in the West End:

65% increase

in gross business sales, 2000 - 2008 300% increase

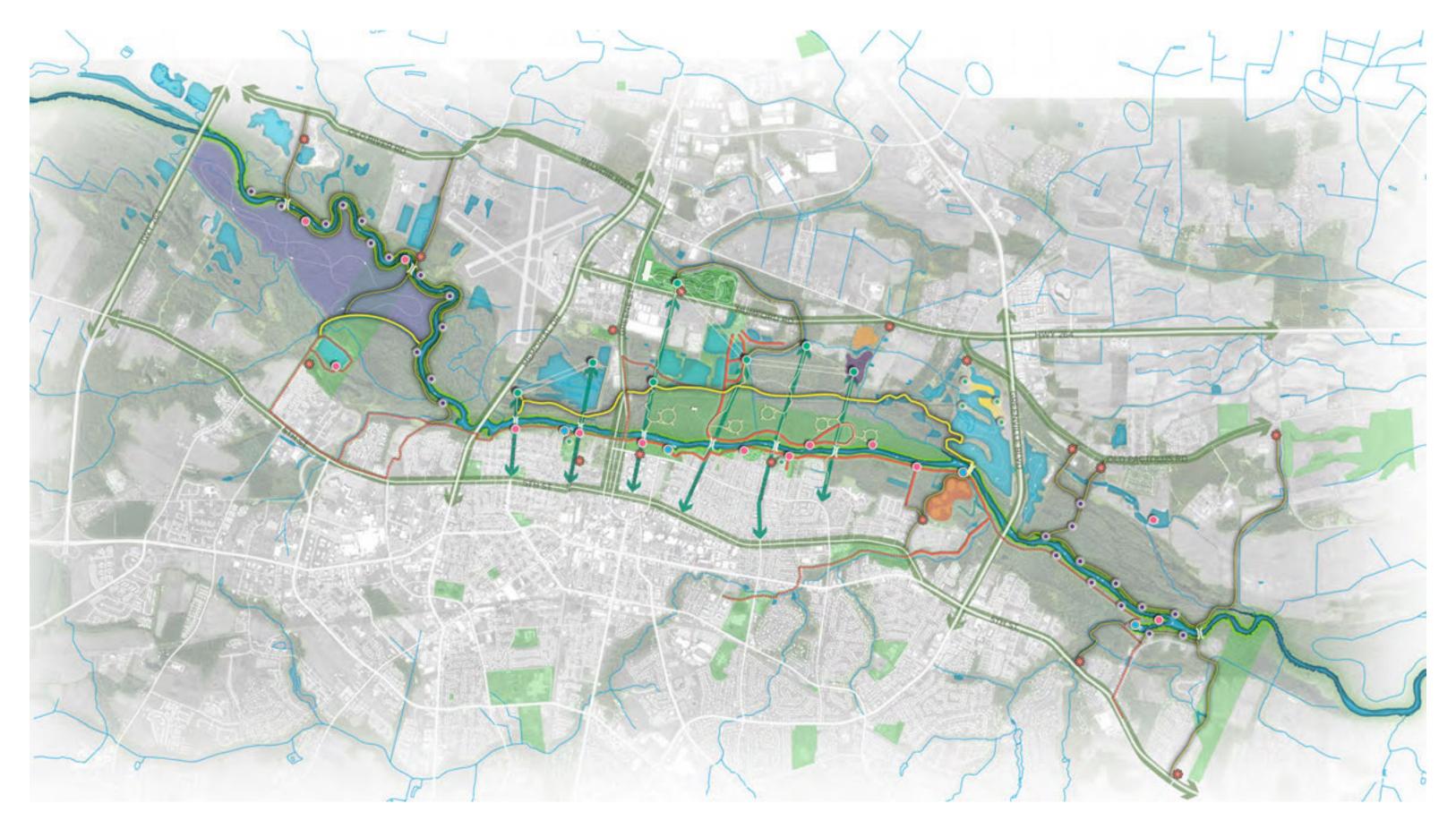
in property tax revenues 2002 - 2012





Chattanooga, TN: From 2005 – 2011, the Plan generated over \$1B in adjacent housing, industrial, office, and retail developments.





QUESTIONS?